



Celebrate Food Day and National Farm to School Month in Montana by crunching into locally and regionally grown apples on **October 24, 2014 at 2 p.m. MST**. Last year, over 11,000 children and adults across Montana crunched into apples. We encourage all Montanans to join the crunch this year! Grab an apple, your colleagues, family, or friends, and join us for the loudest crunch yet!

Why crunch into apples? Haven't you heard the old saying, "an apple a day keeps the doctor away?" Apples are not only delicious, but also nutritious. They are a convenient snack and a great source of fiber that helps to keep our digestive systems healthy. Apples also have a long history here in Montana. The first apple tree in Montana was planted in the Bitterroot Valley in 1866.

This collective crunch encourages healthy eating and supports farm to school and Buy Local initiatives throughout the state. The Office of Public Instruction, Montana Team Nutrition Program, Farm to Cafeteria Network, FoodCorps Montana, Eat Right Montana, and other statewide partners have created this guide to help every Montanan crunch into a delicious apple this October!

Share your story by tagging a photo or video with #MontanaCrunchTime on Facebook, Twitter, Instagram and other social media sites.

## Get Your Apples

One of the first steps in coordinating your event will be to explore your options for getting locally or regionally grown apples to your students for Montana Crunch Time. If you are food service staff, follow the information below. If not, make sure you connect with the food service manager and/or head cook at your school to see if they are interested in being involved and can help procure the apples for your Crunch Time!

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Check with your distributors (SYSCO, FSA, and others) for a list of Montana products that they stock on a regular basis.

Finding a local grower:

Farm to Cafeteria Producer Database <http://farmtocafeteria.ncat.org/producer-database/>

Check out a Farmers Markets near you <http://agr.mt.gov/agr/Programs/FarmersMarkets/>

Abundant Montana Directory [http://www.aeromt.org/abundant/?abundant\\_products=Fruit](http://www.aeromt.org/abundant/?abundant_products=Fruit)

### Schools and Institutions

If your school qualifies, use your **Fresh Fruit and Vegetable Program (FFVP)** monies to purchase fresh apples for the Montana Crunch Time event.

Connect with a nearby FoodCorps Montana service member. Although these individuals serve at a specific site, they are happy to share their knowledge of local food producers. Find the nearest one at <http://mtfoodcorps.ncat.org>.

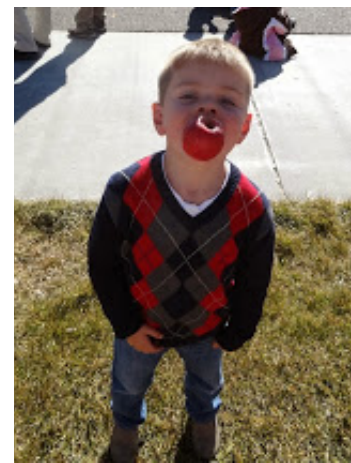
For more helpful **procurement information**, including **food safety information** and regulations:

Buying Local Food Guide, Montana Team Nutrition Program

<http://opi.mt.gov/PDF/SchoolFood/FarmToSchool/GuidePurchasingLocalFoods.docx>

Farm to Cafeteria Manual for Montana

<http://farmtocafeteria.ncat.org/>



## Crunch Time at School

### Organizing an Assembly

The more groups and individuals you can get involved with your Crunch Time event, the more successful it will be! Recruiting helpers can increase participation while simplifying the Crunch Time countdown. Parents and other helpers can pick up apples at a central location in the school and assist with classroom activities. The food service staff can be a valuable resource for this project. Be sure to ask if they have the time and space to help with receiving, washing, and preparing apples.

Rally support and increase excitement for Crunch Time by holding an all-school assembly. Use this as an opportunity to ask for student and staff volunteers to act as grade-level and classroom leaders. You could also appoint Montana Crunch Time champions from each classroom. These select students can pick up apples from the school office or cafeteria for their classroom and help lead Crunch Time activities. A student club or sports team could also take the lead in promoting the event and

coordinating distribution of apples. To ensure everyone can enjoy the crunch and apples don't go to waste, consider cutting apples into halves or slices for younger students. Make Montana Crunch Time a school-wide celebration by assigning Crunch Time "buddies," putting older students in charge of delivering apples and helping to lead activities with younger students.

### **Crunch Story – Butte School District**

**Andi Giddings, FoodCorps Service Member**

On Oct. 24th, 250 students at Emerson Elementary in Butte, crunched into a Pink Lady Macintosh apples from Swanson's Mountain View Apple Orchard in Corvallis, Montana as part of Montana Crunch Time.

After hearing about Crunch Time, I worked with the Food Service Director in Butte to order the apples as part of our Fresh Fruit and Vegetable Program in which three schools receive a fruit or vegetable snack twice a week.

During lunch the students each got to put an apple in a cider press and see how cider is made. All of the students loved it!

In the afternoon I led four apple classes. The younger students did taste tests of different apples and thought of as many words as they could to describe them. The older students did an apple experiment where they placed apple slices in different environments (in lemon juice, wrapped in tin foil, in the refrigerator) and monitored the rates at which they oxidized (turned brown).

The principal counted down to the collective crunch at 2 p.m. over the school intercom. Many students claimed that the Pink Lady Macintoshes were the best apples they had ever had and one girl saved the apple seeds to grow her own tree. Our Crunch Time 2013 was a success!

Don't forget to appoint a parent, teacher, or student to act as photographer and capture all the action of Montana Crunch Time!

### **Connect to the Classroom**

Crunching into that apple is just one part of the Montana Crunch Time experience. Apple activities can help develop language, math and science skills, and much more. Download a modifiable Crunch Time Fact Sheet to distribute in classes

[opi.mt.gov/Farm2School](http://opi.mt.gov/Farm2School)

For younger students, use the apple tasting to help develop descriptive language. After students taste the apples, ask them to describe what they perceived with each of their

senses. Apples are also a great way to discuss the parts of a fruit and how they grow. Check out these links for resources and more apple themed learning activities for preschool to third grade students:

<http://aginmontanaschools.com/teachers.htm>

[http://www.harvestofthemonth.cdph.ca.gov/download/Fall/21712/Ed\\_News\\_Apples.pdf](http://www.harvestofthemonth.cdph.ca.gov/download/Fall/21712/Ed_News_Apples.pdf)

<http://www.busyteacherscafe.com/themes/apples.html>

For older elementary students, apples fit right into math class. To demonstrate fractions, ask students to think about all the different ways to cut their apple into even pieces. Have students list all the fractions they can create and try to develop word problems with those fractions. Apples are also "ripe" for scientific experimentation. Students can perform basic science experiments to evaluate the ripeness and starch content of their apples. For more math, science, art, and language projects aimed at fourth through sixth graders, see the links below:

[http://www.ohioapples.com/pdf/4-6\\_teachersguide.pdf](http://www.ohioapples.com/pdf/4-6_teachersguide.pdf)

<http://tinyurl.com/apple-utah>

Montana Crunch Time is an opportunity for middle and high school students to explore their local food system. Students can discuss the benefits of eating Montana grown food as they calculate how far their average meal has traveled to get to their plate. The apple can also be used as a visual representation of the earth's natural resources. This demonstration is a great kickoff to any agriculture, conservation, or food system lesson.

<http://oklahoma4h.okstate.edu/aits/lessons/upper/transport.pdf>

<http://tinyurl.com/natural-resources-utah>

This fun and informational apple poster, developed by Mission Mountain Food Enterprise Center is great for all ages, and can be used in the cafeteria or classroom.

[http://www.lakecountycdc.org/For\\_the\\_Cafeteria](http://www.lakecountycdc.org/For_the_Cafeteria)

## Crunch Story – Bozeman School District

### Erin Jackson, FoodCorps Service Member

If you happened to be near Hyalite Elementary School in Bozeman, Montana on Thursday, October 24th at exactly 2:00 p.m., I wouldn't be surprised if you heard a loud "crunch" coming from the playground. It was more than 500 students and teachers biting into locally grown apples to celebrate Montana "Crunch Time."



I am proud to say that students from all 11 Bozeman School District schools participated in the event. Picture 4,274 students crunching into apples simultaneously! And these weren't just any apples. I worked with Bozeman School District Food Services to order 918 pounds of apples from Blue Water Orchards. These apples were as fresh as you can get — picked a couple days earlier and delivered directly to the schools.

Student reactions serve as a testimony to the deliciousness of these Montana-grown apples. A student from Chief Joseph Middle School shared with his music teacher that it was the best day ever in orchestra because they got to play fun music and then eat a delicious apple. When we wrapped up the celebration by composting our apple cores, there was barely anything leftover to compost!

During the Hyalite Elementary all-school assembly, I stimulated minds with an apple trivia game and roused spirits by leading a Crunch Time cheer while dressed up in an apple costume. If you closed your eyes during the cheer, you could have been at any sports game or rally with the energy in the air.

Several teachers expanded on the learning opportunity. One made applesauce with her students. Another led an apple-eating reflection to introduce students to sensory writing. Many schools made PA announcements that celebrated healthy eating and recounted the history of apples in Montana.

## Connect With Your Community

Montana Crunch Time is an opportunity to reach beyond the school walls and connect with the entire community. Schedule a visit to an orchard so students can see firsthand what it takes to grow apples. Alternately, invite an orchardist or local farmer to visit your school and share their farming experiences. Invite a food producer to come eat lunch with kids or help hand out apples they grew.

Ask a local dietitian or doctor to share the benefits and importance of eating fruits and vegetables. Nutrition or health professionals can share why and how an apple fits into a healthy, balanced diet. Local college students involved in nutrition or agriculture programs would be great guest speakers or activity leaders as well.

Invite a number of local community leaders to celebrate Montana Crunch Time with you. Contact your local chamber of commerce to connect with local business owners or invite members of the school board to your Crunch Time event. Let local newspaper and television reporters know about your event by sending a press release (see below) and invite them to come join in the fun. Who will be your “crunch celebrity?”

## Community Celebrations

Montana Crunch Time isn't just for students and schools, everyone can participate! All across Montana, healthcare facilities, colleges, workplaces, businesses, community groups, and more will be celebrating healthy, locally grown food with a synchronized crunch.

- To get involved, use the modifiable Crunch Time flyer to spread the word.
- Post the flyer at your workplace or community center.
- Email it to coworkers or other potential participants.
- Announce Crunch Time at a work meeting or gathering.
- Share Crunch Time information on your website, social media pages, and or e-newsletter.

Once you have an event scheduled, be sure to share the information with your local media (see press release template below), and also with us! Register your community crunch at [www.opi.mt.gov/Farm2School](http://www.opi.mt.gov/Farm2School) and send us photos and video of your crunching crew.

### Crunch in the Capitol

**Kirsten Gerbatsch, FoodCorps Fellow**

Out of sheer luck, during “Crunch Time,” I had the privilege to be in Montana’s historic capitol building in Helena presenting to the governor-appointed Montana Commission on Community Service. The commissioners were more than happy for yet another opportunity to support good, local food for school kids across the state. We paused the agenda and passed out apples. As we counted down for our moment, I thought of how lucky we are to have so many leaders working together for a healthier future for Montana children. Our simultaneous “crrrunch” resonated high into the ceilings of the state capitol.



## Promoting Your Event

Promote your event and Montana Crunch Time throughout Montana! Use the following sample press release/announcement below to invite others to join in your celebration. Download a modifiable Montana Crunch Time flyer to post in your workplace, school, and community. Consider inviting your local representative, an elected official, sports team, service clubs, or other individuals to join in your celebration.

### Sample Press Release/ Announcement

#### FOR IMMEDIATE RELEASE

##### CONTACT

{NAME}

{SCHOOL/ORGANIZATION}

{PHONE}

{EMAIL OR OTHER CONTACT}

October 24, 2014

##### It's Montana Crunch Time, {TOWN/SCHOOL NAME}

{TOWN/SCHOOL NAME} is joining schools, preschools, and individuals across Montana in celebrating Food Day and National Farm to School Month by crunching into {CHOOSE: LOCALLY, REGIONALLY, ETC.} apples on Food Day, October 24th at 2 p.m. MST for *Montana Crunch Time*!

{PROVIDE A BRIEF DESCRIPTION OF YOUR EVENT, ACTIVITIES, LOGISTICS, HOW PARENTS/COMMUNITY CAN BE INVOLVED}

This collective crunch encourages healthy eating and supports farm to school and Buy Local initiatives throughout Montana. {DESCRIBE HOW IT CONNECTS LEARNING OR OTHER RELATED EFFORTS AT YOUR SCHOOL}.

For more information, or to crunch with us, please contact {CONTACT NAME} at {CONTACT PHONE AND/OR EMAIL}.

The Office of Public Instruction, Montana Team Nutrition Program, Farm to Cafeteria Network, FoodCorps Montana, Eat Right Montana and other statewide partners have created a guide to help every Montana child crunch into a delicious apple this October! For more information about Montana Crunch Time, to register and receive your guide, visit [www.opi.mt.gov/Farm2School](http://www.opi.mt.gov/Farm2School).

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# Montana



## Crunch Time

Join preschools, schools, colleges and individuals across Montana in celebrating Food Day and National Farm to School Month by crunching into locally and regionally grown apples on

**October 24<sup>th</sup> at 2:00pm** MST.

For more information about Montana Crunch Time, to register and receive your guide, visit

**[opi.mt.gov/Farm2School](http://opi.mt.gov/Farm2School)**

Be sure to collect a “crunch byte” (video, photos, or audio) to share!

**Location:**

**Local Host:**



## Share Your Story

We want to see and hear students from all across our Big Sky State crunch into a Montana grown apple at the same time (2 p.m.)! Get out your cameras, video cameras, or phones and take a *crunch byte* from your school to share with others across the state! Be sure to share your story, photos, or videos on social media (Facebook, Twitter, and Instagram) by using tag **#MontanaCrunchTime**.



## For More Information

Aubree Roth

Child Nutrition Education Coordinator, Montana Team Nutrition Program

Montana State Lead, National Farm to School Network

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Email [aubree.roth@montana.edu](mailto:aubree.roth@montana.edu)

Learn more about Farm to School in Montana at [www.opi.mt.gov/Farm2School](http://www.opi.mt.gov/Farm2School)

Resources and ideas about National Farm to School Month in October: [www.farmtoschoolmonth.org](http://www.farmtoschoolmonth.org)

Learn more about Food Day and check out the school curriculum at [www.foodday.org](http://www.foodday.org)




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Help us gather crunch bytes (videos, photos, etc.) to share in future Montana Crunch Time resources by sending your crunch bytes along with the following release form for each child or adult that appears in the



video or photo to Aubree Roth, Montana Team Nutrition Program, P.O. Box 173370, Bozeman MT 59717-3370 or by email at [aubree.roth@montana.edu](mailto:aubree.roth@montana.edu).

 <p><b>Montana Office of Public Instruction</b> Denise Juneau, State Superintendent In-state toll free 1-888-231-9393</p>	<h1>RELEASE FORM</h1>										
<p>I authorize the OPI to use the</p> <table border="0"><tr><td><input type="checkbox"/> work</td><td><input type="checkbox"/> artwork</td></tr><tr><td><input type="checkbox"/> vocal recording</td><td><input type="checkbox"/> music</td></tr><tr><td><input type="checkbox"/> name</td><td><input type="checkbox"/> poetry, essays, or other literary works</td></tr><tr><td><input type="checkbox"/> quotations</td><td><input type="checkbox"/> photograph or likeness</td></tr><tr><td colspan="2"><input type="checkbox"/> other: _____</td></tr></table> <p>Of _____ (print name of minor or individual) on the website, in brochures, and in other printed or digital publications developed by OPI. I understand the Internet is accessible to the general public. The OPI shall not be responsible for any use of the above by individuals accessing the Internet. If I subsequently indicate in writing that I would like any of the above to be withdrawn from the web site or not used in future brochures or other printed or digital publications, OPI agrees cease use within sixty (60) days from receipt of my written request.</p> <p>Such request should be mailed to: Montana Office of Public Instruction OPI Contact: P.O. Box 202501 Helena, Montana 59620-2501</p> <p>If the person named above is a minor, I am the parent or legal guardian of the minor and consent to the use of the above subject as described above. I have the legal right to issue such consent.</p> <p>Signature: _____</p> <p>(Print Name) _____</p> <p>Phone number: _____</p> <p>Address: _____</p> <p>Date: _____</p> <p>OPI Contact: _____</p>		<input type="checkbox"/> work	<input type="checkbox"/> artwork	<input type="checkbox"/> vocal recording	<input type="checkbox"/> music	<input type="checkbox"/> name	<input type="checkbox"/> poetry, essays, or other literary works	<input type="checkbox"/> quotations	<input type="checkbox"/> photograph or likeness	<input type="checkbox"/> other: _____	
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Approved by State Superintendent Denise Juneau May 1, 2012